



WKM

ORDER

Print Date 09/13/12

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Flight Dates 09/17/12-09/21/12

Contract / Revision258985 / **MACK FOR SENATE**Original Date / Revision09/13/12 09/13/12 Agency Com 15%Billing ContactAdvertiser POL/Connie Mack/R/Sen/FL919 Prince Street
Alexandria, VA 22314Agency John McLaughlin & AssociaBuying Contact Marianne CampbellSales Office PHI919 Prince Street
Alexandria, VA 22314Sales Region NATAgency RefOrder Sep 00:20:00Estimate # 468Alt Order # 06314597Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A18+Rev Codes AGY POL CANDProduct Codes PL-Senate-RepublicanPriority P-3Advertiser RefPrimary Account Executive

Kristen Waskie

Account Executive Order% Start Date End Date

Kristen Waskie 100%

Order Share 100% Market Value 800

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	2	\$680.00	\$800.00	0.00	08/27/12	09/20/12	2	\$680.00	\$800.00
Totals	2	\$680.00	\$800.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKM	09/18/12	09/20/12	Local 6 News 12-1230p CM	12-1230p		-T-T---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-T---		2	\$400.00								
														Totals	2 \$800.00